

CRKN Digitization and Preservation Market Assessment Consultant – Request for Proposals

Introduction

The Canadian Research Knowledge Network (CRKN) is inviting proposals for a consultant with expertise in heritage digitization and preservation strategy, services, and pricing. CRKN empowers researchers, educators, and society with greater access to the world's research and Canada's preserved documentary heritage, now and for future generations. CRKN delivers value to academic libraries, heritage organizations, and knowledge seekers within Canada in the following ways:

- Represent our membership in large-scale licensing and content acquisition activities;
- Collaborate to expand and enrich the digital knowledge ecosystem in Canada and the world;
- Advocate for fair and sustainable access to public research and content;
- Support the digital infrastructure required to preserve and access critical Canadian content;
- Mobilize our membership to transform scholarly communications in Canada.

CRKN has a full-service digitization program and provides digitization of content to be added to the Canadiana collections (Canadiana and Héritage), as well as providing digitization services to members and stakeholders for a fee. The Canadiana collections are made accessible through the access and preservation platform, and CRKN is a certified Trustworthy Digital Repository. CRKN also provides hosting and preservation services to members and stakeholders for a fee.

Scope of Work

CRKN seeks a consultant to undertake a market assessment of fees being charged for digitization, hosting, and preservation services:

- In collaboration with the CRKN team, perform a market analysis of organizations offering comparable services in Canada, as well as international organizations that are providing services to Canadian institutions.
- Based on the market analysis, identify digitization, hosting, and preservation service opportunities, that offer innovative solutions for new and emerging content types and processes.
- Based on the market analysis, identify where the market is saturated in terms of digitization, hosting, and preservation services, as well as where there are opportunities to fill gaps for services that are not currently being offered in Canada.
- Review CRKN's current digitization, hosting, and preservation services and identify CRKN's unique value proposition for its members and stakeholders.
- Review CRKN's internal cost analysis and current digitization, hosting, and preservation pricing and recommend an updated pricing methodology and pricing model.
- Develop a business assessment and marketing plan to launch CRKN's updated heritage services, including engagement, promotion, and identifying partnership opportunities.

Timeline

It is anticipated that the selected Consultant would begin work in January 2021 and complete all deliverables by May 31, 2021.

Deliverables

1. Market analysis
2. Value proposition and updated models of service
3. Updated pricing framework
4. Business assessment and marketing plan to outline the implementation of recommendations

Selection Criteria

CRKN is looking to engage an experienced and innovative Digitization and Preservation Market Assessment Consultant with expertise in:

- Innovative and engaging business planning in complex and changing environments.
- Demonstrated knowledge of the heritage landscape, including digitization and preservation of heritage content.
- Experience in the not-for-profit sector with priority given to consultants familiar with member-driven organizations.
- An in-depth understanding of the academic library environment, as well as the GLAM (gallery, library, archive, and museum) environment.

Submitting Your Proposal

To be considered for this opportunity, please submit a proposal that includes:

- A cover letter with a brief description of the Consultant's work experience and expertise as it relates to the opportunity
- A summary of past heritage projects with links to the final results (when applicable)
- A list of three references from organizations for which the Consultant has provided similar services
- A list of key personnel who will be involved in the project and brief descriptions of their experience and expertise
- A work plan that includes a timeline, description of activities, and estimates of hours to be worked
- A schedule of costs

Please submit proposals by email to Rebecca Ross at rross@crkn.ca by January 29, 2021 at 10 a.m. ET.